

WE CLAIM:

Sub 21 5
1. A substrate to which final user printing can be later applied to yield a final printed object, characterized in that the substrate has been processed prior to final user printing to yield a steganographic digital watermark pattern thereon that does not impair subsequent use of the substrate, yet conveys plural bits of digital information, the presence of said information not being apparent to a human observer of the substrate, said steganographic pattern being detectable by visible-light scanning of the substrate to yield data from which the plural bit information can be recovered.

10 2. The substrate of claim 1 in which the substrate has been processed with ink to form the steganographic digital watermark pattern thereon.

3. The substrate of claim 2 in which the ink is clear ink.

15 4. The substrate of claim 2 in which the ink is speckled across at least a part of the substrate.

5. The substrate of claim 2 in which the ink forms a mesh of thin lines.

20 6. The substrate of claim 5 in which the mesh of thin lines comprise a single pattern that is tiled across the substrate, the pattern being arranged so that lines located at adjoining tile edges meet without discontinuity.

25 7. The substrate of claim 2 in which the ink serves to impart a colored tint to the substrate.

8. The substrate of claim 1 in which the substrate has been textured to form the steganographic digital watermark pattern thereon.

9. The substrate of claim 1 in which said processing locally changes an ink absorption attribute of the substrate.

10. The substrate of claim 1 in which the digital watermark pattern degrades when photocopied, so that the printed object can be distinguished from a photocopy thereof.

11. The substrate of claim 10 comprising a second digital watermark pattern, the second pattern being robust against photocopying.

12. The substrate of claim 1 in which the digital watermark pattern extends across an entire face of the substrate.

13. The substrate of claim 1 in which the digital watermark pattern is restricted to certain areas of said substrate.

14. The substrate of claim 1 in which the substrate has first and second sides, and only the first side has a watermark pattern.

15. The substrate of claim 1 in which the substrate has first and second sides, and both sides have watermark patterns.

16. The substrate of claim 1 in which the digital watermark pattern is manifested in a laminate layer.

17. The substrate of claim 1 in which a first region of the substrate conveys a first watermark payload, and a second, different region of the substrate conveys a second, different watermark payload.

18. The substrate of claim 1 in which said plural bits of digital information comprise an identifier, said identifier serving to convey information indicative of an electronic address.

19. The substrate of claim 18 in which the identifier comprises a pointer into a remote data structure, the remote data structure storing an electronic address corresponding to said substrate.

20. The substrate of claim 1 in which the watermark pattern conveys a steganographic orientation signal.

21. The substrate of claim 1 in which the plural bits of digital information comprise serialization information, permitting the printed object to be uniquely identified from other, seemingly identical, printed objects.

22. The substrate of claim 1 in which the plural bits of digital information serve to identify the type of substrate to a printer, so that the printer can tailor print parameters accordingly.

23. The substrate of claim 1 in which the watermark pattern is formed on a side of said substrate opposite a side to which final end-user printing is later applied.

24. The substrate of claim 1 in which the plural bits of digital information can be decoded from said substrate only by a user having secret knowledge, wherein a first end user cannot decode information encoded on a substrate of a second end user, and vice versa.

25. The substrate of claim 1 comprising an envelope.

26. The substrate of claim 1 comprising stationary.

36. The method of claim 33 in which the texture is formed by an intaglio plate.

37. The method of claim 30 in which the digital watermark pattern is designed to degrade when photocopied, so that the original printed substrate can be distinguished from a photocopy thereof.

38. The method of claim 30 that further includes passing the processed substrate through a printer for end-user printing, recognizing the pattern thereon, and tailoring a printing parameter accordingly.

39. The method of claim 30 in which the watermark pattern conveys a steganographic orientation signal.

40. The method of claim 30 wherein:
the substrate has a photographic emulsion thereon;
the pattern is formed by exposing the emulsion with a noise-like pattern; and
the pattern is detectable after developing of the substrate.

41. The method of claim 30 in which the pattern is formed on the substrate after delivery of the substrate to the end-user, rather than previously – as by a producer or supplier of said substrate.

42. The method of claim 30 in which the pattern is formed on the substrate prior to delivery of the substrate to the end user – as by a producer or supplier of said substrate, rather than after

43. The method of claim 30 in which the pattern is defined by generating a tile specifying one of N luminance values for each of plural different areas, consolidating the N values down to M, where M is less than N, and then forming lines between said areas in response to said consolidated luminance values.

44. The method of claim 43 that further includes allowing a user to specify line criteria, including whether the lines are straight or curved, and if curved, the criteria therefore.

45. The method of claim 30 in which the pattern is formed of ink, and the ink is chosen to optimize watermark detection in the presence of expected illumination spectra.

46. The method of claim 30 in which the watermark pattern is formed on a side of said substrate opposite a side to which final end-user printing is later applied.

47. The method of claim 30 in which the plural bits of digital information can be decoded from said substrate only by a user having secret knowledge, wherein a first end user cannot decode information encoded on a substrate of a second end user, and vice versa.

48. A blank substrate produced according to the method of claim 30.